

Get inspired

# Tell me a story.

Sapna Bhatia runs a wonderful online travel and culture magazine with her partner. **By Kavita Devgan**

**W**hen Sapna Bhatia, an MBA and a Masters in International Journalism from City University, London, was working in London as a business journalist, she used to wear *bandhini* and *lehariya* dupattas with her formal business suits. And, often people asked her about them. She would tell

them about the design process associated with the scarves and people seemed to be enchanted by the "story". This left her wondering if there could be a way to connect people with the story behind a product. And that is what she does now at Bring Home Stories, a creative company she launched jointly with Paul Liprot, a London-based artist.

Bring Home Stories is, in fact, the world's first online, high-definition, video travel and culture magazine that showcases global cities for an international web audience; they curate city themes and translate them into design. Paul and Sapna have pieced together New Delhi in a multimedia project that is unique and attractive to even the most throughbred Delhiite. "These stories are told through visual media like films and exhibitions. And, some of these inspirations get translated into design," she explains.

## FLOWER TALES

The company has just launched its first design collection that is inspired by Delhi's 'phool mandi' or flower market. "With the Phool Mandi collection, we have tried to celebrate the history, the culture and the vibrancy of the *phool mandi*. To give you an example in apparel, we have free flowing Jamas and fitted waistcoats. In the Jamas, the flowers are placed like *gajras*, as worn in olden times, and in the waistcoats, digital print of flowers can be seen in the details. The same theme has been carried out in decor where you can see an old lithographic print with flower details and a modern digital artwork," says Sapna. Each merchandise from Bring Home Stories comes with a QR code that is printed on the tag and anyone can scan the code and watch the story. These products are available for sale at [www.bringhomestories.com](http://www.bringhomestories.com), [www.fabuloso.com](http://www.fabuloso.com) and at Indian August store in Noida. Next, they'll be launching with the Mumbai showcase and will do an Indian cinema collection. "For this, we are working with an international team of designers and that is very exciting," says Sapna. Apart from producing their own story ideas, they want to involve the local youth and the underprivileged children/adults in storytelling. Sapna also works as a journalist and is CEO of TV News International and the mother of a five-year-old daughter. Who says you can't do it all! ●

